



**Utah Department of Cultural & Community Engagement  
Requests Designer Qualifications  
More Than A Flag – Utah State Flag Redesign Project**



Request for qualifications from interested designers or design teams to create flag designs for the State of Utah's new state flag.

**DEADLINE FOR MATERIALS: APRIL 11, 2022**

## UTAH'S "MORE THAN A FLAG" INITIATIVE

In March 2020, the Utah Legislature established a nine-member task force, led by Utah Gov. Spencer J. Cox and Lt. Gov. Diedre Henderson, to begin a community engagement process to redesign the Utah state flag. The Utah State Flag Task Force believes *now* is the right time to think about values and symbols that unite us as Utahns.

As a result, the Utah Department of Cultural & Community Engagement launched the "More Than A Flag" initiative on January 19, 2022, to encourage Utahns to talk about what's truly distinctive about our state and what symbols and words represent our *shared identity*. We've invited the public to submit designs to be considered as the new state flag of Utah.

In addition to gathering designs from the general public, the "More Than A Flag" initiative is gathering text feedback from people to better understand what *words, phrases, values, colors, symbols, landmarks, and cultural icons* they feel represent Utah today.

When the public submission period ends on April 30, these text submissions will be collected, organized and provided to five selected professional designers/firms. Our goal is for the designers or design firms to use the public input as background and context to create original designs inspired by that input.

**We hope that professional artists and design firms will see this as an opportunity to design a flag so beloved that residents will not only fly the flag, but wear it on their clothes and backpacks, or use it on mugs and bumper stickers. The new flag will be seen in public buildings around the state and has the potential to be seen by people around the world. The "More Than A Flag" initiative is an opportunity to design a modern flag representing a 21st-century Utah.**

## **BUDGET**

Each of the selected designers/design firms will receive a total of \$3,000 in support of any expenses and time invested in developing designs.

## **ELIGIBILITY**

Only Utah designers / design firms are eligible to apply for this project. Selection committee members and More Than A Flag Task Force members/committee members are not eligible to apply for this project.

## **SUBMISSION INSTRUCTIONS & REQUIRED MATERIALS**

Submissions to this RFQ should be sent to [utahstateflag@gmail.com](mailto:utahstateflag@gmail.com) with the subject line "Utah State Flag - RFQ Submission."

### **Required Application Materials**

1. Letter of Interest: Briefly describe your interest in this project and how your work might best represent the state of Utah through a new state flag. Limit to one page.
2. Visual Support Materials: Visual representations of your work in up to 10 still images. (jpg or png files under 5MB or a single PDF with images. Links to online portfolios related to this RFQ will also be accepted.)
3. CV/Resume for the lead designers on the project: Attach up to three pages in PDF format

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## **SELECTION PROCESS & SCHEDULE**

The Selection Committee will review all properly submitted qualifications from which up to five (5) designers/design firms will be selected. Each of the selected designer/design firms may then submit up to 10 original flag designs by June 3, 2022.

April 11, 2022	Deadline for receipt of materials
April 12-26, 2022	Committee reviews applications
April 29, 2022	Designers/design firm finalists selected
May 6, 2022	Selected designers/design firms presented with public text submissions
June 10, 2022	Final designs due

### **Questions:**

More Than A Flag Initiative  
[utahstateflag@gmail.com](mailto:utahstateflag@gmail.com)